

IN THE CLAIMS

Please amend the claims as follows:

Claims 1-21 (Canceled).

Claim 22 (Currently Amended): An information providing apparatus for providing added-value information associated with content viewing selection, comprising:

a viewing log information acquiring unit configured to acquire a viewing log, the viewing log including a log of a viewing of content and a log of a purchase of another content;

a content-associated information acquiring unit configured to acquire content-associated information associated with each content based on the viewing log, the content-associated information including attribute-values for attributes of each content, each content having a plurality of attributes including at least a genre and a performer;

an added-value information generating unit configured to

(1) measure a frequency of appearances of the attribute-values of the plurality of attributes of each content, the attribute-values having multiple appearances in the content-associated information, the frequency of appearances indicating a number of times each attribute-value appears in the acquired content-associated information for content of the viewing log during a selected period of time which includes at least the viewing of the content and purchase of the another content, and

(2) rank the attribute-values for each attribute by the frequency of appearances based on the viewing log, and to generate added-value information, including a list of a predetermined number of the attribute-values which are ranked highest in the frequency of appearances among the log of the viewing of content and the log of the purchase of another content; and

a presentation-information transmitting unit configured to transmit the added-value information.

Claim 23 (Canceled).

Claim 24 (Previously Presented): The information providing apparatus according to claim 22, wherein

said viewing log information acquiring unit is further configured to acquire a recording log of a recorded content, via a communication route, from a recording device, and aggregate the acquired recording log into the viewing log including the log of a viewing of content and the log of a purchase of another content;

said content-associated information acquiring unit is configured to acquire the content-associated information by searching a content information database including attribute information of each content based on the viewing log to acquire the content-associated information; and

said presentation-information transmitting unit is configured to transmit the added-value information via said communication route.

Claim 25 (Previously Presented): The information providing apparatus according to claim 22, wherein

said viewing log information acquiring unit is further configured to acquire a recording log of a recorded content from a recording device, aggregate the acquired recording log into the viewing log including the log of a viewing of content and the log of a purchase of another content, and store the viewing log in said recording device;

said content-associated information acquiring unit is further configured to acquire content-associated information about each content based on the viewing log via a predetermined communication route; and

said added-value information generating unit is further configured to generate the added-value information in said recoding device.

Claim 26 (Previously Presented): The information providing apparatus according to claim 22, wherein said presentation-information transmitting unit is further configured to transmit an added-value information screen that displays the list of the predetermined number of the attribute-values which are ranked highest in frequency of appearances.

Claim 27 (Previously Presented): The information providing apparatus according to claim 26, further comprising:

an input unit configured to accept an attribute selection through said added-value information screen; and

a detail added-value information generating unit configured to search, in response to a selection of an attribute accepted by said input unit, for a content associated with the selected attribute, the detail added-value information generating unit generating a list of content discovered by the search, wherein

said presentation-information transmitting unit is configured to present said list of content discovered by the search.

Claim 28 (Previously Presented): The information providing apparatus according to claim 27, wherein said detail added-value information generating unit is configured to search

the viewing log for content associated with the selected attribute and generate the list of content including content logged in the viewing log.

Claim 29 (Previously Presented): The information providing apparatus according to claim 27, wherein

said list of content includes schedule information describing future content broadcast or distribution schedule for a content associated with the selected attribute, and

the schedule information includes a broadcast or distribution schedule time of each content in the list of content.

Claim 30 (Previously Presented): The information providing apparatus according to claim 28, wherein

said presentation-information transmitting unit is further configured to present said detail added-value information on a detail added-value information screen, and

said input unit is configured to accept a selection of content from the list of content on the detail added-value information screen to trigger an operation to be performed on the selected content.

Claim 31 (Previously Presented): The information providing apparatus according to claim 29, wherein

said presentation-information transmitting unit is further configured to present said detail added-value information on a detail added-value information screen, and

said input unit is configured to accept a selection of content from the list of content on the detail added-value information screen to trigger an operation to be performed on the selected content.

Claim 32 (Currently Amended): An information providing method for providing added-value information associated with content viewing selection, comprising:

acquiring a viewing log, the viewing log including a log of a viewing of content and a log of a purchase of another content;

acquiring content-associated information associated with each content based on the viewing log, including attribute-values for attributes of each content based on the viewing log, each content having a plurality of attributes including at least a genre and a performer;

measuring a frequency of appearances of the attribute-values of the plurality of attributes of each content, the attribute-values having multiple appearances in the content-associated information, and the frequency of appearances indicating a number of times each attribute-value appears in the acquired content-associated information for content of the viewing log during a selected period of time which includes at least the viewing of the content and purchase of the another content;

ranking the attribute-values for each attribute by the frequency of appearances based on the viewing log including the log of a viewing of content and the log of a purchase of another content;

generating added-value information including a list of a predetermined number of the attribute-values which are ranked highest in the frequency of appearance among the log of the viewing of content and the log of the purchase of another content; and

outputting the added-value information using a device configured to display the content viewing selection.

Claim 33 (Canceled).

Claim 34 (Previously Presented): The information providing method according to claim 32, wherein

said acquiring a viewing log includes acquiring, via a communication route, a recording log of a recorded content from a device configured to record content, and aggregating the acquired recording log into the viewing log including the log of a viewing of content and the log of a purchase of another content;

said acquiring information includes searching a content information database including attribute information of each content based on the viewing log including the log of a viewing of content and the log of a purchase of another content, and acquiring the content-associated information using the searching; and

said outputting includes outputting the added-value information via said communication route.

Claim 35 (Previously Presented): The information providing method according to claim 32, wherein

said acquiring a viewing log includes acquiring a recording log of a recorded content from a recording device, aggregating the acquired recording log into the viewing log including the log of a viewing of content and the log of a purchase of another content, and storing the viewing log in said recording device;

said acquiring information including acquiring the content-associated information associated with each content based on the viewing log via a predetermined communication route; and

said generating includes generating the added-value information in said recording device.

Claim 36 (Previously Presented): The information providing method according to claim 32, wherein said outputting includes outputting an added-value information screen that includes the list of the predetermined number of attribute-values which are ranked highest in frequency of appearances.

Claim 37 (Previously Presented): The information providing method according to claim 36, further comprising:

accepting an attribute selection through said added-value information screen; and
searching, in response to the selection of an attribute, for a content associated with the selected attribute and generating a list of content associated with the selected attribute and discovered by the searching,

wherein said outputting includes outputting said list of content.

Claim 38 (Previously Presented): The information providing method according to claim 37, wherein said searching includes searching the viewing log for content associated with the selected attribute and generating the list of content including content logged in the viewing log.

Claim 39 (Previously Presented): The information providing method according to claim 37, wherein

said searching includes searching schedule information describing future content broadcast or distribution schedule for a content associated with the selected attribute, and

the list of content associated with the selected attribute includes the schedule information including a broadcast or distribution schedule time of each content in the list of content.

Claim 40 (Previously Presented): The information providing method according to claim 38, wherein

said outputting includes outputting said detail added-value information on a detail added-value information screen, and

said accepting includes accepting a selection of content from the list of content on the detail added-value information screen and triggering an operation to be performed on the selected content.

Claim 41 (Previously Presented): The information providing method according to claim 39, wherein

said outputting includes outputting said detail added-value information on a detail added-value information screen, and

said accepting includes accepting a selection of content from the list of content on the detail added-value information screen and triggering an operation to be performed on the selected content.

Claim 42 (Canceled).

Claim 43 (Previously Presented): A computer configured to perform the method according to claim 32, wherein the device is a receiver configured to communicate with the computer using a network.

Claims 44-47 (Canceled).

Claim 48 (Previously Presented): The information providing apparatus according to claim 27, wherein

said viewing log information acquiring unit is further configured to acquire a recording log of a recorded content, via a communication route, from a recording device, and aggregate the acquired recording log into the viewing log including the log of a viewing of content and the log of a purchase of another content;

said detail added-value information generating unit is configured to search the viewing log for content associated with the selected attribute and generate the list of content including content logged in the viewing log; and

said input unit is configured to accept a selection of content from the list of content to trigger an operation to be performed on the selected content, the operation being a reproduction operation when the selected content is a recorded content logged in the recording log.

Claim 49 (Previously Presented): The information providing apparatus according to claim 37, further comprising:

acquiring a recording log of a recorded content, via a communication route from a recording device;

aggregating the acquired recording log into the viewing log including the log of a viewing of content and the log of a purchase of another content;

searching the viewing log for content associated with the selected attribute and generating the list of content including content logged in the viewing log; and

accepting a selection of content from the list of content to trigger an operation to be performed on the selected content, the operation being a reproduction operation when the selected content is a recorded content logged in the recording log.